



BRAZIL: HOSPITALAR CATALOG SHOW

HOSPITALAR 2007 JUNE 12 – 15, 2007 SÃO PAULO, BRAZIL

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Increase your Sales with Events that Get Results!!

The United States Commercial Service (USCS/Brazil) – part of the U.S. Department of Commerce – wants to promote your products and services during a Catalog Show at the largest Medical show in Latin America. U.S. companies looking to expand their business in Brazil's large and growing market should not miss the opportunity to use this cost-effective tool to advertise their products and/or services.

Why should your products be represented?

Hospitalar is the most important fair of the healthcare sector in Latin America and the 2nd largest in the world. The event has been constantly growing in number of exhibitors as well as in visitors. Many companies use the show to launch new products and services for the healthcare area. Significant international participation is one of the key aspects of the event. Over 250 foreign companies representing 30 countries will exhibit at the 2007 show.

Imports: In 2006, Brazilian medical equipment imports increased 12% and reached approximately US\$ 2 billion.

Profile of visitors: physicians, doctors, nurses, directors and managers of hospitals, clinics and laboratories, hospital product manufacturers, distributors and representatives, students, health agencies and other public and private entities operating in the health care area.

Attendance: In 2006, 70.000 visitors attended Hospitalar, from 51 different countries, most of them from Latin America countries.

Within Hospitalar a number of simultaneous events are being held:

DIAGNOSTICA - International Fair for Products, Equipment and Services for Clinical Analysis and Pathologies.

HOSPFARMA - International Fair for Hospital Pharmacies and Drugstores Products.

REHABILITATION - Technology and Assistive Devices.

Attendees at HOSPITALAR will be seeking the latest technology and solutions, including:

- Hospital equipment
- Medical technology
- Laboratory equipment
- Emergency Equipment
- Orthopedics and rehabilitation
- Medicines and hospital pharmacy
- Information and communications technology

- Building technology: project, construction and maintenance
- Furniture and furnishings
- Clothing and linen for general use
- Laundry systems
- Nutrition and hospital kitchen equipment
- Surgical equipment
- Medical consumption goods
- Nursing and monitoring equipment
- Traumatology and post-operation rehabilitation equipment
- Home health care equipment
- Medical literature

The website for the show is:

<http://www.hospitalar.com/ingles/index.html>

If you are not exhibiting or visiting the show, you may choose to participate in our "Catalog Show", where USCS/Brazil staff will present your company's catalogs at the U.S. Commercial Service's booth. At the booth, the U.S. Commercial Service will have staff available to field inquiries and compile a list of those companies that expressed interest in your product, which will then be forwarded on to you. This list, with complete contact information, will be sent to you within two weeks after the show.

Along with the Catalog Show services, the U.S. Commercial Service will include a brief summary in Portuguese of your company, along with a link to your company website, on our Brazilian website (<http://www.focusbrazil.org.br>) for a period of six months. Your company information will also be sent to our NUSA (Network USA) partners, reaching a potential audience of over 3.5 million Brazilian entrepreneurs interested in doing business with U.S. companies.

We will provide this unique opportunity for the minimal cost-recovery fee of US\$ 300.00

Should you decide to participate in the Catalog Show Program, please fill out the credit card information sheet, attached, and fax it to 011-55-31-3213-1575. We will then send you delivery instructions to receive your company's literature.

For more information on the Catalog Show Program, please contact Vania Resende at the US Commercial Service Brazil, Vania.Resende@mail.doc.gov or telephone 55/31 3213-1583.

For companies that **will attend** HOSPITALAR 2007, the US Department of Commerce offers other matchmaking to assist US Companies to meet potential business partners. Should you be interested, please contact Trade Specialist Jefferson.Oliveira@mail.doc.gov or phone 55/11 5186-7136 for further details on those alternatives.